



# USDA/FAS TRADE SHOW TIDBITS

## JANUARY 2008

### HAVE A GREAT 2008!



Resolve to make new contacts and sales. Visit our "What's Hot" page: <http://www.fas.usda.gov/agexport/TSWhatsHot.html> or view all upcoming USDA-endorsed shows at <http://www.fas.usda.gov/agexport/shows/Tradeshowcalendar0708.pdf>.

### CANADA, EH?



**CRFA Show (March 2-4, 2008)**  
**Toronto, Canada.** The Canadian Food & Beverage Show and HostEx were the two leading food trade shows in Canada. The Canadian Restaurant and Foodservices Association is combining

these two events to create the CRFA Show. This new show will be the greatest buying forum in Canada for the foodservice and hospitality industries. Approximately 1,500 exhibitors and 17,000 visitors are expected. To learn more, contact [Sharon.Cook@usda.gov](mailto:Sharon.Cook@usda.gov) or call 202-720-3425.

**SIAL Montreal (April 23-25, 2008)**  
**Quebec.** SIAL 2007 hosted 700 exhibitors and over 13,000 trade-only visitors from Canada and 80 other countries. As the #1 market for U.S. consumer food products, Canada is the ideal market to target U.S. food and agricultural exports with its close proximity, common language, and similar culture. In 2006, U.S. agricultural exports to Canada reached a record \$11.9 billion. Fastest growth categories include meat, fresh fruit, tree nuts, snack foods, breakfast cereals and mixes. For details, please contact [Sharon.Cook@usda.gov](mailto:Sharon.Cook@usda.gov) or call 202-720-3425.

### ♪ CHICAGO CHICAGO ♪

**U.S. Food Export Showcase at  
Global Food and Style Exposition  
(April 27-29, 2008) Chicago,  
Illinois.** The U.S. Food Export

Showcase (USFES) has gained a reputation for featuring innovative, trend-setting products and attracting power buyers from around the world. This year's event will feature three shows in one: USFES, All Things Organic, and the Fancy Food Show. For more information on exhibiting in the USFES, contact [luca@cmgexpo.com](mailto:luca@cmgexpo.com) or visit [www.nasdatradeshows.org](http://www.nasdatradeshows.org).

**American Food Fair at NRA (May 17-20, 2008) Chicago, Illinois.** The National Association of State Departments of Agriculture is once again organizing the American Food Fair at the National Restaurant Association (NRA) show. Join the more than 2,000 exhibiting companies and 73,000 attendees from 50 states and 108 countries at NRA 2008. For more information on exhibiting, contact [luca@cmgexpo.com](mailto:luca@cmgexpo.com) or visit [www.nasdatradeshows.org](http://www.nasdatradeshows.org).

## MIDDLE EAST INTRIGUE



**Alimenticia (April 2008) Luanda, Angola.** Alimenticia is the international exhibition of food, drink, hotelier, and vending in Luanda. This show can be a great opportunity to meet key buyers in this growing market. Best market prospects include vegetable oil, yogurt, olive oil, frozen vegetables, wines, beers, spirits, meat, frozen spent hens, frozen chicken quarters, seeds, and whole wheat flour. Contact [Tobitha.Jones@usda.gov](mailto:Tobitha.Jones@usda.gov) or call 202-690-1182.

## **American Café/Morocco (June 2008) Casablanca.**

FAS will arrange exhibition space and one-on-one meetings with carefully selected buyers. This event is only open to the trade, including importers, distributors, as well as buyers from hotels, supermarkets, restaurants, catering companies and institutions. Best market prospects include dried fruits and nuts, sauces and condiments, popcorn, salad dressings, pet food, snacks, diet snacks, kosher foods, honey, wines, beer, non-alcoholic beverages, sport drinks, cereal derivatives, rice, exotic juices, chips, crackers, dairy products, confectionery, ice cream, canned vegetables, canned fruit, fresh apples and pears. Contact [Tobitha.Jones@usda.gov](mailto:Tobitha.Jones@usda.gov) or call 202-690-1182.

## ASIAN ALLURE



## **AAHAR (March 8-12, 2008) New Delhi, India – RETURNING!**

This event is the premier food and beverage show in India. AAHAR 2007 attracted more than 325 Indian and foreign exhibitors and about 25,000 business visitors. Best market prospects include almonds, pistachios, fresh fruits (apples, grapes, pears), prunes, chocolate, cookies, fruit juices, sauces, spreads, salad dressings, condiments, cheese, wines, and more. **Deadline: January 25, 2008.** Contact [Tobitha.Jones@usda.gov](mailto:Tobitha.Jones@usda.gov) or call 202-690-1182.

**FOODEX (March 11-14, 2008)**

**Tokyo, Japan.** Japan is the United States' third largest market, importing more than \$8 billion annually. FOODEX is the largest food and beverage show in Asia. FOODEX 2007 attracted 95,719 trade-only visitors, with over 9,000 visitors from countries other than Japan, including 4,050 Korean and 1,998 Taiwanese visitors. FOODEX 2008 will feature an organic pavilion within the USA Pavilion. So far in 2007, U.S. exports to Japan had strong growth in red meats, poultry, fresh salmon, fresh fruits, dairy products, processed fruits and vegetables, and fruit and vegetable juices. Contact [Anne.Almond@usda.gov](mailto:Anne.Almond@usda.gov) at 202-690-2853.

**Food & Hotel Asia (April 22-25, 2008) Singapore.** A biennial event, FHA 2006 had the best attendance ever, drawing 2,718 exhibitors from 98 countries/regions and over 37,000 visitors. The food market in Asia has been showing good growth, driven by the large population base. Best market prospects include fresh produce, chilled and frozen food, meat and poultry, confectionery, snacks and ice cream, dairy products, seafood, specialty food, ingredients, processed food and convenience food, and beverages. Contact [Sharon.Cook@usda.gov](mailto:Sharon.Cook@usda.gov) or call 202-720-3425.

**Seoul Food & Hotel Korea**

**(May 14-17, 2008) Seoul.** Food & Hotel Korea is the largest food show in Korea. Korea is the United States' fifth largest market for agricultural, fishery, and forestry products. In 2007, 23,400 trade visitors attended the show. This show provides access to major food importers, distributors, hoteliers, restaurateurs, and retailers who are looking for food and beverages, wines and spirits, hospitality and foodservice,

and ingredients. Best market prospects include fish and seafood, beef, pork, poultry, nuts, fresh citrus, and wines. To learn more, contact [Tobitha.Jones@usda.gov](mailto:Tobitha.Jones@usda.gov) or call 202-690-1182.

**SIAL China (May 14-16, 2008)**

**Shanghai.** SIAL China is an important international trade event for exposing new-to-market food products and for meeting key business contacts in China. In 2007, 22,000 trade visitors attended the show from Asia. Best market prospects include pork, seafood, cheese, raisins, almonds, walnuts, blueberries, canned vegetables, snacks, health food, food ingredients, pet food, coffee and tea drink mixes. Contact [Tobitha.Jones@usda.gov](mailto:Tobitha.Jones@usda.gov) or call 202-690-1182.

**IFIA Japan (May 21-22, 2008)**

**Tokyo.** Japan ranks as the third largest market in the world for food additives and ingredients. With more than 31,000 trade-only visitors in 2007, IFIA Japan is the largest food ingredients and additives show in Japan. Best product prospects include antioxidants, additives, cereal products, confectionary ingredients, dairy products, dietetic foods, egg products, fats and oils, fibers, food coloring, food supplements, frozen foods, fruits and vegetables, healthy foods/beverages, juices, low-cal foods, malt extracts, nutraceuticals, organic products, preservatives, proteins, seasonings and spices. For more information, contact [Anne.Almond@usda.gov](mailto:Anne.Almond@usda.gov) or call 202-690-2853. You may also visit <http://www.ifiajapan.com>

**Food Taipei (June 18-21, 2008)**

**Taiwan.** Food Taipei is the largest food and beverage show in Taiwan. Taiwan is the United States' sixth largest

export market in the world for food and agricultural products. A total of 60 U.S. companies participated in Food Taipei 2007, reporting \$104 million in 12-month projected sales. Food Taipei 2007 attracted over 40,000 Taiwanese professional buyers. Products in demand include fresh fruits and vegetables, selected dairy products, snack foods, poultry products, beef, wines, seafood, rice, tree nuts, health food, and juices. For more information, contact [Tobitha.Jones@usda.gov](mailto:Tobitha.Jones@usda.gov) or call 202-690-1182.

## LATIN SWING



**Antad (March 5-7, 2008)**  
**Guadalajara, Mexico.** Antad is the largest show in Mexico for the retail sector. A total of 45 U.S. companies participated in Antad 2007, reporting \$16.2 million in 12-month projected sales. Best market prospects include fish and seafood products, processed fruits and vegetables, dairy products, snack foods, fresh and prepared red meats, poultry meat, eggs, soybean meal and oil, and wheat flour. For more information, contact [Tobitha.Jones@usda.gov](mailto:Tobitha.Jones@usda.gov) or call 202-690-1182.

**Expo Alimentos (April 5-6, 2008)**  
**Puerto Rico.** Expo Alimentos is becoming a premier food and beverage show that attracts more than 7,000 local and international buyers. This show provides the perfect opportunity to access Puerto Rico's (and the Caribbean) \$6.4 billion food market.

For more information, contact [Pamela.Sherard@usda.gov](mailto:Pamela.Sherard@usda.gov) or call 202-720-7409.

**Exphotel (June 11-13, 2008)**  
**Cancun, Mexico.** Exphotel is Mexico's largest HRI show for the Mexican Caribbean region. A total of 34 U.S. companies participated in Exphotel 2007, reporting \$124,030 in on-site sales and \$9.1 million in 12-month projected sales. In 2007, 6,824 trade visitors attended the show. Best market prospects include seafood, beef cuts and variety meats, dairy products, fruit and vegetable juices, sauces and other condiments, fresh and processed fruits and vegetables, non-alcoholic and alcoholic beverages, wines, vegetable oils, frozen products, sugar and sweeteners, herbs and spices. Contact [Tobitha.Jones@usda.gov](mailto:Tobitha.Jones@usda.gov) or call 202-690-1182.

**Alimentec (June 11-14, 2008)**  
**Bogota, Colombia – RETURNING!** Alimentec is the hospitality industry's most important exhibition in Central America. In 2006, 21,509 trade visitors attended the show. Best market prospects include bakery products, snacks, frozen foods, candy, meats, dairy, canned foods, cereals, wines and other alcoholic beverages. For more information, contact [Tobitha.Jones@usda.gov](mailto:Tobitha.Jones@usda.gov) or call 202-690-1182.

## EUROPEAN SMORGASBORD

**BioFach (Feb. 21-24, 2008)**  
**Nuremberg, Germany.** BioFach has become the world's leading international organic trade exhibition. The 2007 event welcomed 2,565 exhibitors and over 45,500 trade visitors from 112 countries. BioFach is the place to meet

with and show your products to organic buyers from all over the world.

**Salima (March 4-7, 2008) Brno, Czech Republic – RETURNING!**

Acknowledged as the most significant food and food industry trade fair in Central Europe, Salima attracts leading food producers and buyers from the Czech Republic, neighboring European Union countries, and Eastern Europe. In 2006, over 37,000 visitors from 60 countries attended this event. Europe is an important market for U.S. suppliers of dried fruits and nuts, fruits and vegetables, wines and spirits, fish and seafood, and various food preparations such as sauces, mixes, and dips.

**Alimentaria (March 10-14, 2008)**

**Barcelona, Spain.** Alimentaria is the most important food show in Spain, and the 2008 edition will likely rank among the three most important in Europe. In 2006, the last time Alimentaria was held, more than 5,000 exhibitors came from every corner of the world to show their products to over 150,000 professional buyers, nearly a third from outside of Spain. Barcelona may be the ideal place to launch your new products, meet potential European-North African importers, or strengthen current business ties in the entire region.

**European Seafood Exposition (April 22-24, 2008) Brussels, Belgium.**

This event is a cost-effective way to make contact with existing customers, launch new products, meet new buyers, evaluate trends, and discover what's new in the seafood industry. Every year more than 92 percent of the European Seafood Exposition's exhibitors return,

confirming it as the most powerful sales and positioning tool available to the industry.

**For more information on exhibiting in the USA Pavilion at any of the European shows listed above, contact [Sharon.Cook@usda.gov](mailto:Sharon.Cook@usda.gov) or call 202-720-3425.**



**S-U-C-C-E-S-S**

**\$12.7 million in Sales Projected at Food & Hotel China 2007.**

On November 14-16, 2007, Food & Hotel China was held in Shanghai, China. Over 16,000 trade visitors attended and 580 American products were introduced and test marketed at the show. Thirty-five companies and cooperators were in the USA Pavilion. In addition to \$100,000 of actual on-site sales, U.S. exhibitors projected \$12.7 million in sales over the next 12 months. Products that generated interest included snacks, dried fruits and nuts, frozen potato products, meat, seafood, condiments, sauces, baking ingredients, dairy and non-dairy products, organic flour, fresh and frozen fruits and vegetables, egg products, health foods, wines and other beverages.